

WHAT WE CLAIM IS:

1. A storage wrap material comprising a sheet material having a first active side and a second side, the first active side comprising a plurality of three-dimensional non-adherent protrusions extending outwardly from surrounding depressions and an adhesive composition coating on at least a portion of the depressions, wherein the adhesive composition coating has a thickness less than the height of the non-adherent protrusions and from about 0.00001 (0.00025 mm) to about 0.0002 inches (0.0051 mm) in thickness.

2. The storage wrap material of claim 1, wherein the adhesive composition coating has a thickness of from about 0.00003 (0.00076 mm) to about 0.00015 inches (0.0038 mm).

3. The storage wrap material of claim 1, wherein the adhesive composition coating has a weight per unit area of about 0.1 g/m² to about 2 g/m².

4. The storage wrap material of claim 1, wherein the adhesive composition coating has a weight per unit area of about 0.3 g/m² to about 1.5 g/m².

5. The storage wrap material of claim 1, wherein the adhesive composition coating covers less than 75% of the first active side of the sheet material.

6. The storage wrap material of claim 1, wherein the adhesive composition coating covers less than 55% of the first active side of the sheet material.

7. The storage wrap material of claim 1, wherein the first active side is activatable by an externally applied force exerted upon the sheet material.

17. The storage wrap material of claim 16, the process further comprising:

- (i) applying the adhesive composition to a first adhesive application metering roll at an initial tangential speed prior to step (b);
- (ii) accelerating the adhesive composition through a series of metering gaps between a plurality of adjacent adhesive rolls;
- (iii) applying the adhesive composition to an adhesive application roll rotating at a tangential line speed which is higher than the initial tangential speed; and
- (iv) transferring the adhesive composition from the adhesive application roll to the first embossing roll.

(e) removing the sheet material from the first embossing roll.

20. A storage wrap material produced by a process comprising:

- (a) providing a first embossing roll with a first embossing pattern having lands and recesses disposed thereon, wherein the first embossing roll is engaged with a second embossing roll, the second embossing roll having a second embossing pattern disposed thereon, the first embossing pattern and the second embossing pattern being complimentary;
- (b) passing a sheet material between the engagement of the first embossing roll and the second embossing roll wherein the first embossing roll and the second embossing roll emboss the sheet material with the complimentary embossing pattern; and
- (c) applying an adhesive composition to the sheet material after step (b)

wherein the adhesive composition is present on the sheet material at a level of from about 0.00001 (0.00025 mm) to about 0.0002 inches (0.0051 mm) in thickness.

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